

# Free Gift Choice (check one only) ☐ Poker Cards ☐ Lighter ☐ Wallet

To receive your free Marlboro gift, please complete the following information about yourself.

☐ Mr. ☐ Ms. ☐ Mrs. \_\_\_\_\_ Birthdate \_\_\_\_/\_\_\_\_/\_\_\_\_

Address \_\_\_\_\_ Apt. ☐ Female  
☐ Male

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

By responding to this offer and signing below, I certify that I am a cigarette smoker 21 years of age or older I am also willing to receive free samples of cigarettes and incentives. I am not subject to applicable state and federal law.

## Signature Required

Offer non-transferable. Limited to smoker's 21 years of age or older. Offer good through June 30, 1991 or while supplies last. Please allow 6-8 weeks for delivery. Limit: one per person. No facsimiles accepted. Void where prohibited.

## For Smokers Only

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?  
\_\_\_\_\_  
(full brand name)
2. About how long have you smoked this brand?  
☐ Less than 1 yr. ☐ 2 to 3 yrs. ☐ Over 5 yrs.  
☐ 1 to 2 yrs. ☐ 3 to 5 yrs.
3. Is your regular brand...?  
Check one in each column.

- ☐ Filter ☐ Menthol ☐ Regular/  
King Size  
☐ Non-Filter ☐ Non-Menthol ☐ Long/100's  
☐ Extra Long/120's

4. Are any of these words on your pack?  
Check one.
- ☐ Light/Low Tar/Milds  
☐ Ultra/Ultra Lights/Ultra Low Tar  
☐ Extra Milds/Extra Lights  
☐ None of these words are on my pack

5. How do you usually buy it?

☐ Soft Pack ☐ Box

6. Do you usually buy it by the...?

☐ Pack ☐ Carton ☐ Both ways

7. The next time you go to the store, if your regular brand were not available, what would you do?  
Check one.

- ☐ Go to another store to buy my regular brand.  
☐ Buy another type of length of my regular brand.  
☐ Wait until the store has my regular brand.  
☐ Buy a different brand entirely.

8. How many packs of cigarettes did you smoke in the past month? NOTE: 1 carton = 10 packs.  
Total # packs \_\_\_\_\_

9. Of these total packs, how many were your regular brand and how many were other brands?

Regular Brand # Packs \_\_\_\_\_

Other \_\_\_\_\_ # Packs \_\_\_\_\_  
(full brand name)

Other \_\_\_\_\_ # Packs \_\_\_\_\_  
(full brand name)

Other \_\_\_\_\_ # Packs \_\_\_\_\_  
(full brand name)

10. Out of the last 10 times you bought cigarettes, how many times did you use money-off coupons?

☐ None ☐ 3 to 6 times  
☐ 1 to 2 times ☐ 7 or more times

11. If your regular brand were not available, which of the following brands would you consider buying?

Check all that apply:

- ☐ Alpine ☐ Kent ☐ Players Lts. 25's  
☐ Benson & Hedges ☐ Kool ☐ Richland  
☐ Magna ☐ Salem  
☐ Cambridge ☐ Marlboro ☐ Vantage  
☐ Camel ☐ Merit ☐ Virginia Slims  
☐ Carlton ☐ More ☐ Winston  
☐ Century 25's ☐ Newport ☐ Store Brand/  
Generic  
☐ Parliament

Menthol Lights: 10 mg "tar," 0.8 mg nicotine—Light: 9 mg "tar," 0.8 mg nicotine—Box: 17 mg "tar," 1.1 mg nicotine—Soft 100's: 17 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**

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